

Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

October, 1973

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Good Ideas Pay Off --- \$809.00



Profile

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Published monthly for the employees,
their families, and friends of



Blue Cross®
of Florida



Blue Shield®
of Florida

532 Riverside Avenue
Jacksonville, Florida 32201

EDITOR

Carole Utley

REPORTERS

Jett Folds
Sandy Hewlett
Pat Ross
Janice Schoonover
Ann Goble
Anne Towery
Sandra Jackson
Yvonne Cooke
Tommie Curry
Sandy Osteen
Patty Garrett
Cristy Groover
Reva Oliver
Rochelle Dryden
Mary Terbruggen
Myra Smith
Edith Parker
Jane Williams
Claudia Holland
Sam Watson
Wanda Martin
Martha Poplin
Lucille White
Debi Silva
Sandi Hill
Janet DeLoach
Helen Keene
Jean Hartsfield

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About The Cover...



Good Ideas Pay Off --- \$809.00



Top photo shows Mr. Herbert presenting a \$699.00 suggestion award check to Joyce Conley, CHAMPUS Department Section Leader, who is pictured next to Jack McAbee, Blue Shield Manager. Dick Meyers, Vice President-Claims, is at right.

Bottom photo is of Mr. Skelley, Vice President-Corporate Staff and Planning, presenting a \$100.00 check to Lewis Suber, Building Management, for his first suggestion award. Building Manager, Derald Smart, is at left.

Details of suggestion winners appear in story on page 6.

A BENEFIT YOU'D RATHER NOT NEED



No one likes to be sick. Most of us would rather do without the colds, flu and sundry ailments to which we're all exposed during the changing seasons. Sweating out a fever for a few days at home is hardly anyone's idea of a vacation. But none of us can be certain that the routine precautions we take to avoid infection will keep us operating at 100% all the time.

Statistics bear this out: In 1972 Blue Cross and Blue Shield employees lost 97,044 hours of work time due to illness. Total hours lost due to doctors' and dentists' visits amounted to 7,182 hours. That's a total of 104,226 hours employees were absent from work. Looking at that figure in terms of days, that's 13,028 days, or 1,861 weeks of work lost. That's a lot of lost production time.

Despite its great value to the economic well-being of each of us, our present sick leave policy is possibly the least understood and most frequently abused item in the employee fringe benefit package. It has been called too conservative, too liberal, too lax, too rigid and, unbelievably, too stingy! Opinions differ greatly when sick leave is the subject, so let's take a look at the record.

The following points are important for each employee to know concerning his or her sick leave:

1. Leave is granted in calendar years based upon the service anniversary reached that year.
2. Unused sick leave in any year is not cumulative in following years.
3. The first day of illness is not paid unless the employee is hospitalized.
4. For an employee to receive four or more consecutive days of sick leave pay, he must submit a statement from his physician attesting the necessity for confinement at home. If the employee is hospitalized, this statement is not required while he is in a hospital. Physician statement will be required for recuperative confinement at home.
5. In continued disability, the company may require

at its discretion additional statements from the employee's physician.

The following exclusions to the above policy should also be noted:

1. Disability occurring while an employee is on an unpaid leave of absence.
2. Intentionally self-inflicted injury.
3. That portion of disability benefits which are payable under Workmen's Compensation or other federal or state regulations.
4. Disability resulting from committing or attempting to commit an assault or felony.
5. Disability resulting from service in the Armed Services which would be cared for and compensated for by the U.S. Government.

The employee whose absenteeism rate is in excess of 5% will still be counseled with and may be put on probation, considering the individual circumstances.

This sick loss also ties in with the Blue Cross Association's Disability Retirement Program and applies to any employee with five or more years with the company. They are eligible for six weeks with full pay, and 20 weeks with 70% of their base salary (see chart) when absent from work due to illness. If they are permanently disabled, at the end of their six months benefit period, they go on the BCA program entitling them to 50% of their salary for the balance of their lives, or until they are recovered.

Our two company nurses, Imogene Mullins, R.N., and Ruth Williams, R.N., are in charge of our First Aid Dispensary on the sixth floor of the Main Building and the third floor of the Universal Marion Building, respectively. For the information of supervisory personnel and all employees, Imogene reports anywhere from 250 to 300 employees visit the Dispensary during the week while Ruth reports there are approximately 150 employees who see her weekly.

They have submitted the following suggestions for PROFILE. By familiarizing yourself with the following

"rules" the Dispensaries will be able to function more expeditiously than they presently do.

1. All "on the job" accidents and

(Continued on page 4)

LENGTH OF SERVICE	SICK LEAVE AT FULL PAY	SICK LEAVE AT 70% OF BASE SALARY
More than 3 months, less than 1 year	2 Weeks	0 Weeks
More than 1 year, less than 2 years	2 Weeks	4 Weeks
More than 2 years, less than 3 years	3 Weeks	8 Weeks
More than 3 years, less than 4 years	4 Weeks	12 Weeks
More than 4 years, less than 5 years	5 Weeks	16 Weeks
More than 5 years	6 Weeks	20 Weeks

People Helping People

The United Way of Jacksonville has set its 1973-74 campaign goal at \$3,000,000, a 16% increase over last year's total.

The United Way is for people who don't want to turn their backs — the United Way is an idea — its the American way — people helping people. The United Way is the difference between living in a community and a place to live.

The campaign goal will serve 48 social service agencies and represents the Golden Anniversary Campaign of the United Way. The first fund raising under the Community Chest Organization was held in 1924, and at that time \$209,000 was realized.

Blue Cross and Blue Shield employees contributed in excess of \$55,000.00 to the United Way's last campaign. A report will be made in a future PROFILE on this year's contributions. Meanwhile, manpower has been loaned to assist in the campaign. Those participating are: Dan Czar, Loaned Executive; Jesse Grover, Corporate Chairman; John Meyer, Commercial Group Team Leader. Members of the Commercial Team are JohnL Bentley, Jan Childers, Louise Hoagland, Mary Johnson, Marie O'Brien, John Parks, and Steve Wilbanks.

SICK LEAVE BENEFITS

(Continued from page 3)

employees who become ill while at work are to be referred to the nurses where treatment and instructions can be rendered.

2. Complete medical records will be kept on each employee who visits the Dispensary for any type medical care or consultation.

3. Employees who have been sent home ill from work and employees who have called in ill are to be cleared through the Dispensary before reporting to work.

4. On the "Authorization for Consultation" form the top portion is to be filled out by the Department Manager or Supervisor and sent with the employee to the Dispensary. When treatment has been rendered the employee will return to his or her department with the bottom portion of the slip filled in by the nurse. In the case of an employee going home, the bottom portion will be kept in the Dispensary until clearance is made to return to work. In the case of an employee calling in ill, the Manager or Supervisor will complete the top of the form with the notation "called in ill" and forward to the Dispensary the same day in order to have on hand for clearance. Copies of these forms are available from the Stock Room.

5. Employees are permitted to visit the Dispensary only with permission from their Supervisor and must have an authorization slip.



DISNEY WORLD BUS TRIP DRAWS A CROWD OF 157 PEOPLE

The Employees Club Disney World trip on Saturday morning, September 8, drew 66 employees and 91 guests and filled four buses!

Employees Club Director, Jan Childers, was assisted by Sara Bishop and Jett Folds of the Personnel Department, arriving at 6:30 a.m. before it was even light to help organize the trip. They were surprised when arriving to find nearly 100 people already on hand waiting to board the buses. Diana Powell and Kay Bowers, both of the Personnel Department, "chaperoned" the group and reported it was a fun day for all who went.

The second annual outing was more than double the crowd that went last year, and Jan is to be congratulated on promoting and organizing the affair.



Pictured are some of the 157 people who boarded buses at 7:00 a.m. near the West Building Parking Garage for the Disney World trip. The buses returned about 8:30 that evening with some tired but very happy people.

Blue Cross and Blue Shield women bowlers don't like to get out of the habit. As soon as the summer league concluded on September 17, the new winter league was formed and the bowlers reported to the alleys the following Monday. President Cathy Evors reports ten teams of five girls each have been formed.

The summer league, sponsored by the Employees Club, consisted of ten teams with four girls on each team. First place team members included Nellie Sistrunk, Imogene Mullins, Dianne Bethea, and Judy Booth. Second place team included Romie Martin, Diane Caron, Teresa Claudio, and Cathy Evors. The third place team honors went to Pat Simmons, Belinda Denner, Inez Mills, and Yvonne Cooke.

High game scratch trophy went to Diane Caron with 211; high game handicap trophy was won by Imogene Mullins with a 242; high series scratch trophy went to Judy Booth with a 567; a trophy for high series handicap was won by Dianne Bethea with a 625. The highest average honors went to Cathy Evors with a 160 while Johnnie Pugh received a plaque as the league's most improved bowler with a 17 pin increase.

The Employees Club paid the girls' sanction fees, provided shirts, and paid for the bowling banquet held at Sandy's Steer Room on September 22, while the girls bought all trophies themselves.



THIRD PLACE TEAM was represented by the only member present, Yvonne Cooke, who garnered all the trophies. She later presented them to team members Pat Simmons, Belinda Denner, and Inez Mills.

Summer Bowling League Ends; Winter League Begins



FIRST PLACE TEAM: From left, Nellie Sistrunk, Imogene Mullins, Judy Booth, Dianne Bethea.



SECOND PLACE TEAM: From left, Romie Martin, Diane Caron, Teresa Claudio, and Cathy Evors.



INDIVIDUAL WINNERS: From left, Johnnie Pugh, Imogene Mullins, Dianne Bethea, Diane Caron, Judy Booth, and Cathy Evors.

\$809.00 Awarded In Suggestion Checks To Three Employees

Joyce Conley, CHAMPUS Claims Section Leader, won the largest suggestion award in several months when President J. W. Herbert handed her a check for \$699.00.

The presentation was made before the Senior Staff on Monday, September 10, and from the shocked look on Joyce's face when the amount of the check was read it was obvious that she was more surprised than anyone.

Her suggestion was to make up a form letter pertaining to other insurance coverage to determine who is the primary carrier. The wording in the form letter would be dependent upon the individual needs of each department. A letter enclosed with her suggestion met all of the requirements for the CHAMPUS Department. Prior to her suggestion, each examiner had to write and ask for this information or make a WATS call when there was an insurance payment on the claim form. The correspondence clerk had to type or dictate a letter to the beneficiary for this information.

Another winner of some big cash was Lewis Suber, carpenter, Building Management Department, who won \$100.00 for his first suggestion ever submitted in the program. W. R. Skelley, Vice President-Corporate Staff and Planning, presented the check to Lewis on September 10.

Lewis' suggestion was to install a magnet on the Somat machine in the cafeteria to hold silverware, eliminating it getting caught in the machinery. Previously, silverware became mixed with paper and food scraps and got into the machinery, tearing up both it and the silverware. His suggestion now prevents damage of the equipment from silverware going down the drain into the grinder and prevents damage to the motor, grinder, shaft, etc.

Another winner in September was Barbara Wedding, Assistant EDP Coordinator, Medicare B, who suggested the initiation of a training program for clerks in all suspense areas of Medicare B. She received a \$10.00 check for her suggestion.

Muscular Dystrophy Telethon Receives \$500 From Employees

Take a bow, Blue Cross and Blue Shield employees! Your charity contributions amounting to \$500.00 went to the Jerry Lewis telethon seen locally in Jacksonville and nationally on September 2-3.

Employee payroll deductions (90% to the United Way and 10% to the Charity Fund) amounted to over \$55,000 in 1972-73. Chip Williams, Florida Combined Insurance Agency, is Chairman of the Charity Committee, and he and the other employee members voted to send the Muscular Dystrophy Telethon \$500.00. Similar checks are also donated throughout the year to other worthy charities not included in the United Way.

The \$500.00 check was presented to Tom Petway, Jacksonville Drive Chairman. The area drive was a tremendous success with pledges and contributions reaching nearly \$117,000.00. The National telethon also set a new record of over \$12 million.

700 Employees Take Advantage of Another Fringe Benefit

Nearly 700 employees took advantage of flu vaccinations offered at no charge on September 7.

Assisted by Blue Cross and Blue Shield nurses, Imogene Mullins and Ruth Williams, company physician, Dr. Geeslin, visited the buildings in the Riverside complex, Agency Building and the Universal Marion Building to administer the flu vaccine.

Past personnel medical records confirmed that employees who take these shots have considerably less absenteeism due to cold and flu each year than those who do not take the shots. Employees who did not take advantage of these inoculations are urged to "join the crowd" the next time these shots are available.



a flu shot is happiness for some . . .



. . . but not for others. These shots are given in a jiffy and pose no problems for employees who immediately return to work with no after-effects.

BRANCH OFFICE RETIREMENTS

Arlie Emsley Retires on August 31

It's almost impossible to believe that Arlie Emsley reached retirement age after looking at photographs of her on this page. She did retire, however, effective August 31 and left her friends of 17½ years at the Blue Cross and Blue Shield Coral Gables office "who were like a family to her" said one of her co-workers. She had served as Receptionist of this, our largest branch, since she was hired.

Group Sales Manager, Joe McGurrin, represented the company at a dinner held for her at the Chez Vendome restaurant in Coral Gables on August 28 attended by many of her long standing associates. The next day a covered dish buffet luncheon was given in the office by all the ladies and a specially decorated cake was furnished by the company.

Regional Manager, Bill Snyder, presented Arlie with a check, her gift from the company, as a down payment on a color television set. Arlie also received many personal and department gifts from her fellow employees.



Arlie at home dressed in a beautiful pink gown, leaving for the dinner given her by the company.



Surrounded by gifts from fellow employees at the Coral Gables branch.

Norman Cason Retires From Lakeland

Norman Cason, Representative in the Lakeland branch office for many years, retired on September 30.

He was first hired in Lakeland in September, 1947 and served that branch until January, 1950 before leaving the company. He was rehired in April, 1952 and served as a Representative in the Pensacola area for 11½ years. In 1963 an opening occurred in the Lakeland branch and he again returned to serve Polk County as its Blue Cross and Blue Shield Representative.

His gift from the company, a check, was presented at Lakeland by Regional Manager, Phil Stackpole.

He and his wife, Etta, plan to enjoy their 26-foot travel trailer by camping in parks around the Clayton, Georgia area. Norman, a native of Lakeland, and his wife have a married daughter living in Virginia.



service awards

28 Years J.W. Herbert



Jack Herbert, President of Blue Cross and Blue Shield of Florida since June, 1970, celebrated his silver anniversary with the Florida Plans on September 15 and his 28th year of service to the Blue Cross and Blue Shield organization. He joined the Chicago Blue Cross Plan in 1945.

He became affiliated with the Florida Plans as Assistant Executive Director in September, 1948, became Senior Vice President of Blue Cross of Florida in January, 1968 and of Blue Shield of Florida in January, 1969.

A native of Scranton, Pennsylvania, he graduated from Scranton University and was a Medical Social Service Representative in that state until he joined the Navy. He served four years including service as a Supply Officer on a hospital ship before his discharge as a Lt. Commander.

Mr. Herbert is presently Chairman of the Government Programs Committee (working with the Social Security Administration) of NABSP, is a member of the Board of Governors of BCA and the Board of Directors of Health Services, Inc.

In Jacksonville he serves the National Alliance of Businessmen as its Metro Chairman, being appointed by President Richard Nixon. He is a member of the Board of Directors of the Atlantic National Bank, the Advisory Committee of the Florida Kidney Disease Foundation and the Jacksonville Health Planning Council. He is Past President of the Civitan Club.

He and his wife, Mary, are the parents of four boys and two girls.

20 Years W. Joe Stansell



Joe Stansell, Senior Vice President of the Blue Cross and Blue Shield Plans since June, 1970, reached the 20-year milestone of his career on October 5.

He was hired as a young Enrollment Representative in Pinellas County in 1953, following the Korean war in which he served two years as an Army officer. He transferred to the Hospital-Physician Relations Department two years later as a Representative for West Central Florida, and moved from St. Petersburg to Jacksonville in 1957 when he was promoted to Manager of Physician Relations.

Mr. Stansell then filled the new position of Assistant to the Executive Director for Blue Shield of Florida in 1966, a title which was later changed to Vice President-Physician Affairs, and held this position until 1970 when he assumed his present responsibilities.

Reporting directly to him are all Division heads (Vice Presidents) plus Managers of the Government Programs, Underwriting and Public Relations Departments, headed by Harland Bradford, Wilbur Gay, and David Mancini.

Born in Clermont, he attended high school in Ocala and in 1951 graduated from the College of Business Administration at the University of Florida.

He and his wife, Jerry, have two girls, plus a set of twins, a boy and a girl. One daughter, Robin, has worked here in the summer on several occasions.

As advisor to the Employees Club officers, Mr. Stansell assists them concerning budget matters as well as in planning many activities which are sponsored by the Club for all employees.

Seven Honored For Years of Service

Seven employees who have devoted a total of 130 years of service to the Blue Cross and Blue Shield organization were recognized on September 10 when President J. W. Herbert presented their awards before the Senior Staff.

Imogene Mullins, R.N., and Dick Hadaway received their 15 year ruby pins, while Arnold Semanik, Ina DeVane, Jim Hopper, Louise Perkinson, and Mabel Fleming were presented 20 year sapphire pins and wall barometers.

Service anniversary stories on all these employees appeared in a previous PROFILE listing their accomplishments with the Plans.



Pictured with their service awards are, from left, Dick Hadaway, Imogene Mullins, R.N., Mr. Herbert, Arnold Semanik, Ina DeVane, Jim Hopper, Louise Perkinson, and Mabel Fleming.

15 Years Viola Suggs



Viola Suggs celebrated her 15th year anniversary with the Blue Cross and Blue Shield system on October 6. She is a Section Leader in the Microfilm Records Department and has held this position for four years. She has worked in the Records Department ever since she came to work in 1958.

She's a native Floridian and a graduate of Hilliard High School in Hilliard, Florida. She attended Jones Business College for one year.

Viola has two children, Gerald Suggs, and a daughter, Vada Singletary, who both live in Jacksonville. Viola's quick and pleasant smile is even more so when asked if she has any grandchildren. "Oh, I have a darling three-year-old granddaughter who is my pride and joy" she exclaimed.

1 Year

Blue Cross and Medicare A

Sharon McQueen
Mamie Henderson
Mary Sullivan
Frances Lendman
Bobbie Harris
Sibye Altman
Ruby Meredith
Judith Tukes
Helen Pettaway
Bobbie Vickers
Alma Myers
Lawrence Reynolds
Frederick Bottcher
Daniel Delbianco
Layuna McTaw
Linda McBride
Charles Glover
Barbara Davis
Sherry Cushion
Sue Barrett
James Walker
Nancy Dolan
Irma Flores
Mark Cheney
Debra Bisson
Ann Buchler
Myra Hall
Fran Smidt
Nellie Watson
William Priest
Jane Honea
Michael Spivey
Diane Rebhann
Diane Hodges
Howard Kolber
Brenda Miller
Penelope Ware
Mary Woodfork

Jacksonville
Central Transcribing
Provider Reimbursement
Quality Control
Major Medical
Microfilm Files
Sub. Service
Services Area
Master Registry
Sub. Service
Coral Gables
Methods
Jacksonville
Coral Gables
Sub. Service
Fed. Support Claims
Mail Operations
Claims Examiner
Training
Management Support
Management Support
Merritt Island
Cost Acct.
EDP
Control & Transcribing
Sub. Service
Med. A Services
Legal House Counsel
Mail Operations
Govt. Programs
Claims Examiner
Records Retention
Part A Review
Services Area
Provider Reimbursement
Bank Claims Hospital
Master Registry
Utilization Review

Blue Shield and Medicare B

Dorothy Williams
Mary Jones
Barbara Candamio

Entry
Entry
Fed. Basic Claims

15 Years Gary Bowden



Gary Bowden will mark his 15th year with the Plans on October 24. He is responsible for a great deal of the printed material which is used by Blue Cross and Blue Shield employees all over the state. He has been a printer in the Printing Department for the past 13 years. Letterheads, envelopes, memos, brochures, HEADLINES, etc. are

only a few of the thousands of copies that are produced by Gary's machine, and if a rush job is ever needed, Gary always comes through.

Before going to the Printing Department, he worked in the Mail Room and Stock Room for two years.

He is a native of Fitzgerald, Georgia, a graduate of Paxon Senior High School, and has lived in Florida for 21 years. He and his wife, Minnie, have two children, Keith and Cheryl. Gary has served in the National Guard Reserve for nine years, and his spare time is spent working on small engines.

5 Years

Blue Cross and Medicare A

Helen Lasher
Gwendolyn Cato
Lee Singletary
Billy Hazlehurst
Nettie Winney
Gary Glenn
Sarah Hampton
George Elston
Glenn Hall
Meredith Edwards
Kathleen Wells
Patricia Garrett
Faye Carter
Martha Cook
LeRoy Cole
Vernon Branson
Rose Keller
Ernest DeWitt

Coral Gables
Hospital Relations
System Dev. Pro.
Print Shop
Sub. Service
Microfilm Processing
Gainesville
Provider Reimbursement
Blue Cross Support
Edit Review
Utilization Review
EDP
Underwriting
Claims Examiner
Med. B Support
EDP
Ft. Lauderdale
Med. B Support

Blue Shield and Medicare B

Willie Madison
Margie Cody
Lacy Utley
Mary Williams

Utilization Review
Corres. Control
Prepayment Screening
Corres. Training

Pasco Williams
Sylvia Johnson
Renee Wright
Juanita Paxton
Cedric Medlock
Patricia Ann Pearson
Gwendolyn McCray
Marsha Harris
Margaret Alford
Jay Warren
James Wallace
Lenette Paulk
Dorothy Turner
Nona Braud
Pamela Nichols

Entry
Claims Examiner
Services
Med. B Special #2
Med. B Edit #2
Med. B Services
Med. B Typing
Med. B Typing
Claims Processing
Med. B Microfilm
Med. B Quality Control
Claims Approval
Med. B Claims Examiner
Corres. Control
Entry

PERSONNELITIES

EDMONDS AND FUQUA PROMOTED TO MEDICAL DEPARTMENT



Jack Edmonds



Bill Fuqua

Medical Department Manager, Mike Cascone, has announced several personnel changes in his department, which were effective in early September.

Jack Edmonds has transferred from Medicare B where he was the Production and Quality Control Coordinator, to the position of Administrative Assistant to Mike. Jack will be responsible for all EDP and Budget coordination, as well as managing the Control and Transcribing section. Jack is a graduate of Belmont Abbey College, North Carolina, where he was an outstanding soccer player.

Bill Fuqua is one of the new Assistant Managers in the Medical Department. He is a former Methods Analyst who has been with the company almost three years. Bill's responsibilities will be in the realm of Informal Review, Prepayment Screening and Blue Shield Review. Bill is a graduate of Middle Tennessee State University, Murfreesboro, Tennessee, with a Bachelor of Science degree in Industrial Management.

JAMES WALLACE PROMOTED TO PRODUCTION AND QUALITY CONTROL COORDINATOR



Jim Wallace

James G. Wallace has been promoted to Coordinator of Production and Quality Control, it was announced by Medicare B Manager Roger McDonell. His promotion was effective September 7 to replace Jack Edmonds who was promoted to the position of Administrative Assistant to Mike Cascone in the Medical Department.

Jim has been an employee with the company since October, 1972, and until his promotion he worked as Operations Analyst in Production and Quality Control.

He graduated from Moorehead State University, Moorehead, Kentucky in August, 1971 and is married to Lyn.

RON DORR HEADS UP FT. LAUDERDALE BRANCH

The Marketing Division is pleased to announce that Ron Dorr, one of two Branch Managers in our Miami area, has been selected as Manager of the Fort Lauderdale branch.

The Fort Lauderdale branch includes the two field offices of West Palm Beach and Fort Pierce. Fort Lauderdale, formerly under the newly promoted Regional Manager Bill Snyder, reached a high degree of expansion that contributed to our growth both in Blue Cross and Blue Shield and Agency sales.

Iowa born, Ron received his B.A. from Northern Iowa University. His career is deep in sales, having worked for two large Iowa-based national corporations before moving to Florida. In April, 1958 Ron started with the Florida Plans as a Sales Representative in Miami. In September, 1966 he was promoted to Manager of Branch II whose territory embraced half of Dade County including Miami Beach.

Under Ron's leadership his sales representatives and branch have consistently been among the top producers both in Group and Agency sales.

The Marketing Division feels fortunate in being able to select Ron with his proven capabilities to continue on with the expanding duties and growth of the Fort Lauderdale branch.

THREE METHODS PROMOTIONS

The promotions of Roy Johnson, Dave Nagy and Earl Voineag to Senior Methods Analysts have been announced by Bob Batie, Methods Department Manager.

Roy came to Jacksonville from Atlanta after living there for eight years and joined the Plans in October, 1969. He was hired as a Systems Analyst in the Systems and Programming Department and transferred to the Methods Department in May, 1972. He is married and has two children, ages 5 and 14.

Dave is originally from Cleveland, Ohio and was hired in October, 1971 as a Methods Analyst. Coaching Little League football and baseball takes up most of his spare time. He is proud of his Little League baseball team which recently took third place honors in the city.

Before coming to Florida Earl lived in Michigan where he was an Industrial Engineer with Chrysler and attended the Chrysler Institute of Technology. He lived in Tampa for a while, working as an Industrial Engineering Consultant. He joined the Plans in November, 1972 in the Methods Department. Earl lives on 3½ beautiful, quiet acres in Orange Park with his wife and two children, ages 10 and 11.



Ron Dorr

MARY TERBRUEGGEN PROMOTED TO CONTROL SUPERVISOR



Mary Terbrueggen

The promotion of Mary Terbrueggen to Control Supervisor in the EDP Quality Control Department was announced by John Nunn, Manager of Data Control Services. Mary has worked for the organization for four years and has served as Senior Control Analyst in Quality Control since May of this year. Her past experience includes Supervisor of the newly-formed Centralized Microfilm Department, Quality Control Analyst, and Medicare B Correspondence. In her "spare" time, Mary has served as a PROFILE Reporter for the past several months.

She attended the University of Texas at Austin for 1½ years and is currently attending Florida Junior College using the Company's Tuition Refund Program. She is majoring in communications with a Minor in Psychology and at present has a 4.0 grade average at Florida Junior College, giving her 100% refund using the Tuition Refund Program.

Mary and her husband, Buddy, have one child, their son Marty who is 4½ years old. She enjoys sewing and reading, and occasionally likes to sketch or paint. Her newest hobby is bowling, and she just completed the women's summer bowling league sponsored by the Employees Club and has joined the winter league also.

SUZANNE GOEBEL PROMOTED TO SENIOR SYSTEMS ANALYST



Suzanne Goebel

Suzanne Goebel's promotion from Systems Analyst to Senior Systems Analyst was announced by Charlie Scott, Manager of EDP Planning, effective September 13.

Suzanne, a native of Jacksonville and a graduate of Landon High School, earned her B.S. degree in Mathematics from Louisiana Polytechnic Institute in Ruston, Louisiana. She is presently

working on her Master's degree in Business Administration at the University of North Florida, taking advantage of the company's Tuition Refund Program.

Suzanne was first employed here in July, 1967 in the Data Processing area but moved to New Orleans in April, 1969. She returned to her present department when she was rehired in March, 1971.

She has one son, David, who will be seven years old in November.

CONGRATULATIONS!

Sam Watson, Medicare B Supervisor, has received two complimentary letters in the past month. One from a Jacksonville subscriber reads: "Please accept my sincere thanks for your kind concern in the settlement of my Medicare payment. Because of your letter to my doctor and his favorable comply, my burden has been lightened a great deal. Your kindness and thoughtfulness are very much appreciated and will be one of my most cherished memories."

PROMOTIONS ANNOUNCED IN SYSTEMS AND PROGRAMMING DEPARTMENT



Tony Hubbard



Rocky Hughes

Three promotions have been announced by Ray Pack, Manager of Systems and Programming.

Tony Hubbard was promoted to Senior Systems Analyst on September 10. He was formerly a Programmer, a Senior Programmer, and a Systems Analyst prior to his promotion. He has been an employee since March, 1970.

Tony is a native of North Carolina and a 1968 graduate from Western Carolina University, Cullowhee, North Carolina, with a BS degree in Mathematics. He spent three years in the Navy and was previously employed by Western Electric in Whippany, New Jersey. He plays golf and softball with company teams sponsored by the Employees Club, is married to a former employee, Barbara (Kirkpatrick), and they have an 19-month-old son, Bill. Tony reports to Jim Holloway, Assistant Manager to Barrow Carter, Manager, Blue Cross and Blue Shield Systems.

Rocky Hughes was also promoted to Senior Systems Analyst on September 10. He worked as a Computer Operator, Programmer, Lead Programmer, and Systems Analyst prior to his promotion.

Rocky is a native of Jacksonville and a 1963 graduate of Robert E. Lee Senior High School. He has completed two years at St. Johns River Junior College in Palatka, has spent six years in the Florida National Guard, and is very active in the company golf and tennis tournaments. Last year he won first place in the doubles consolation men's tennis tournament. Rocky and his wife, Susan, have a 16-month-old daughter, Jennifer Lee. He reports to Bill Ritter, Assistant to Barrow Carter, Manager, Blue Cross and Blue Shield Systems.

Chuck Hardy was promoted to Systems Analyst on September 10. He has been an employee since April, 1971, and reports to Bill Ritter, Assistant Manager to Barrow Carter, Manager, Blue Cross and Blue Shield Systems. Prior to his promotion Chuck was in Advanced Systems.

BETTY KINGHORN PROMOTED TO SPECIAL ACCOUNTS COORDINATOR



Betty Kinghorn

The promotion of Betty Kinghorn to Special Accounts Coordinator has been announced by Blue Shield Manager, Jack McAbee, effective September 17.

Betty has been an employee for four years and previously served in the Blue Shield Processing Department as a Claims Examiner.

She is a graduate of Cook High School in Adel, Georgia, is married to Willy, and they have a daughter, 12, and a son, 6.

JOE GRANTHAM PROMOTED TO SENIOR SYSTEMS ANALYST



Joe Grantham

Joe Grantham's promotion to Senior Systems Analyst in the Systems Development Department has been announced by Jack Taylor, Manager, effective August 31.

Joe has been an employee since January, 1970 and was promoted from Systems Analyst to his present job.

He is a native of Perry, Florida and is a 1969 graduate of the University of West Florida in Pensacola with a BS degree in Systems Science. He is married to the former Peggy Powell who was employed with the Plans about a year ago in Systems Programming. Joe reports to John Harris, Assistant Manager to Jack Taylor.

BONNIE KIERCE PROMOTED TO FEDERAL EMPLOYEE PROGRAM SUPERVISOR



Bonnie Kierce

The promotion of Bonnie Kierce to Supervisor of the Federal Employee Program Support Section has been announced by Jack McAbee, Blue Shield Manager, effective September 4.

Bonnie, a native of Jacksonville, attended local schools and after graduating from high school attended Edward Waters College for one year majoring in Science.

Bonnie has been an employee with the Blue Cross and Blue Shield Plans for 3½ years and has spent all her time in the Blue Shield area.

She is married to Herman, and they have one daughter, Stacy. She enjoys baking, sewing, swimming and tennis.

NEW REPRESENTATIVE JIM LEWIS JOINS LAKELAND BRANCH OFFICE



Jim Lewis receives his Certificate of Qualification from President J. W. Herbert.

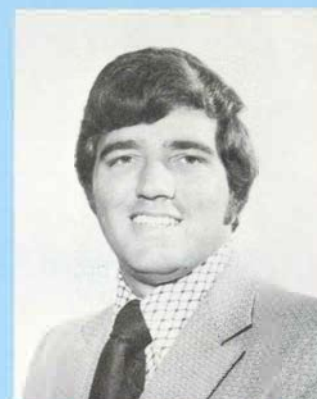
James T. Lewis recently completed his sales training in Jacksonville and has reported to the Lakeland branch office as the new representative for Polk County. Jim succeeds Norman Cason who recently retired and who served that area for many years.

Jim was born in Batavia, New York, is married and has four children. He attended the School of Business at the University of Kansas where he received his BS degree in 1967. He continued to work on his Master's degree through correspondence and received a Master of Science degree in Business Administration in January, 1970. Jim spent seven years in the U. S. Marine Corps in Pensacola as a pilot, prior to coming to work for us.

HANEY AND ANDERSON ADDED TO PERSONNEL DEPARTMENT STAFF



Don Haney



Russell Anderson

Personnel Director, W. T. Gibson, has announced the addition of **Don Haney** and **Russell Anderson** to the Personnel Department in August.

Don transferred from the Chattanooga, Tennessee Blue Cross and Blue Shield Plans where he and his secretary were the coordinators in the Manpower Development Department. Don was hired on August 13 as Training Specialist in the Training and Development Department.

He is a graduate of East Tennessee State University, is a native of Kingsport, Tennessee, and is married to Margie, a native of Jacksonville. They are expecting their first child in December. Don's hobbies include golf, tennis, sport fishing, and reading.

Russell began working here the first part of August and is the Special Assistant to our Employment Manager, Bob Schumacher. He is a native of Jacksonville, graduated from DuPont High School, and has a BA degree from Newberry College.

He and his wife live at Neptune Beach, and his hobbies include scuba diving, golf, tennis, and sport fishing.

FILIPINO ASSOCIATION ELECTS IRMA FLORES SECRETARY



Irma Flores

Irma Flores, a member of the Cost Accounting Department for nearly a year, has been elected Executive Secretary of the Filipino Civic and Cultural Association of Jacksonville, Inc.

Induction of officers was held at the Hilton Hotel in Jacksonville on August 4, conducted by Carl Ogden, Majority Floor Leader of Florida. Irma is a charter member of the club which was formed this past May and which presently has about 50 members.

Irma is a 1966 graduate of the University of the East in the Philippines, holding a BSBA degree, and is also a CPA in the Philippines. She is a single gal and has a winning smile to match her personality.

SECTION LEADER PROMOTIONS

Roger McDonell, Manager of Medicare B, has announced the creation of new Section Leader positions in Medicare B Claims Processing, effective September, 1973. Last winter, Section Leader positions in the Medicare B Claims area were eliminated, due to the heavy claims receipts, and these employees were utilized to reduce the backlog in the Medicare B Claims area. Since that time it has become necessary to re-create Section Leader positions to insure the quality of work.

Medicare B is proud to announce the following new Section Leaders in the Claims Processing areas:

Virginia Wright, Sampling Claims, in Jackie Baxter's Claims Examining Department, employed on July 14, 1968.

Priscilla Williams, unassigned claims, in Peggy King's Claims Examining Department, employed on February 2, 1970.

Beverly Williams, unassigned claims, in Peggy King's Claims Examining Department, employed on March 20, 1972.

Brenda Sumlar, unassigned claims, in Jessie Cobb's Claims Examining Department, employed on November 1, 1971.

Jeanette Stewart, unassigned claims, in Juanita Simmons' Claims Examining Department, employed on July 7, 1969.

Stephanie Smith, assigned claims, in Laura Rountree's Claims Examining Department, employed on December 11, 1972.

Charlotte Smith, unassigned claims, in Allie Evans' Night Claims Examining Department, employed on January 3, 1972.

Jeanette Oliver, unassigned claims, in Juanita Simmons' Claims Examining Department, employed on March 12, 1973.

Marianne Nielsen, unassigned claims, in Jessie Cobb's Claims Examining Department, employed on January 15, 1973.

Helen Higginbotham, Rental and Purchase claims, in Jackie Baxter's Claims Examining Department, employed on January 6, 1969.

Connie Haywood, assigned claims, in Laura Rountree's Department, employed on May 30, 1972.

Hiyam Elias, assigned claims, in Laura Rountree's Department, employed on May 15, 1972.

* * * *

Phyllis Andre' was promoted to Section Leader of the Special Review Department on August 6. She previously served as a Special Claims Examiner and has worked for the Blue Cross and Blue Shield Plans for nearly six years.

She has two years of college at Wayne State Teachers College in Wayne, Nebraska, served in the U.S. Navy for 1½ years, is married to John, and they have five children.

YOUR BENEFITS BOX SCORE

You may be holding yourself back from a promotion or transfer!

It's true, according to the Personnel Department. Many employees wonder why they don't qualify for a promotion and can't get a transfer when they want one. One of the most important reasons is absenteeism. Employees registering high absenteeism keep themselves from attaining their goals in many instances.

If you have experienced disappointment because you feel you can't get ahead in your department, take a look at your own records. You may be holding yourself back! Unless you have chronic or serious illness, you may be able to improve on your absenteeism. Help yourself. Maintain as good a working record as you can by taking care of yourself.

Only about 33% of our employee population took advantage of free flu inoculations recently given. Records indicate employees who do not receive shots are absent twice as much as those employees who do get them. Did you have your shot?

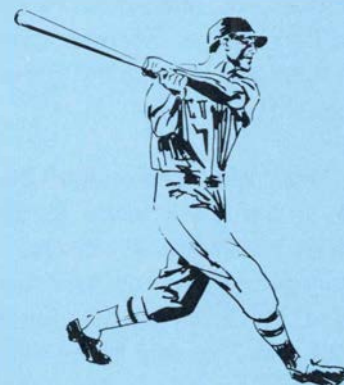
THREE SOFTBALL TEAMS COMPLETE SEASON

The Employees Club sponsored three men's softball teams in three different leagues this summer: Blue Cross Team #1, managed by Larry Bold and Jim Holloway, finished the season in the Industrial North League with a 17-13 record including post-season games. Blue Cross Team #2, managed by John Rhoden, finished the Industrial West League with a 13-9 record. Blue Shield Team #1, managed by Andy Green, completed the Industrial South League with a record of 10-13 for the season but lost only one game in the last half of play.

Blue Cross Team #1 won third place honors in the Metro Jacksonville Athletic Association Industrial League Tournament out of 30 teams — quite an honor.

One of the highlights of this year's season was a triple play executed by Blue Cross Team #1. Bob Weatherford's running over-the-shoulder catch of a fly ball to deep centerfield started the triple play. Bob's fantastic catch dumbfounded the opposing team's batter and a runner who had labeled the blow a hit and were almost across the plate. Bob rifled the ball back in to second baseman Ray Pack who just had to step on the bag to double off the runner. Ray then threw to first baseman Jerry Potter to get the other runner in the same manner. The Blue Cross team won that game 17-3.

The Employees Club furnished uniforms and equipment for all players and paid the entry fees into all three leagues.



MARIE COLEMAN TAKES EARLY RETIREMENT ON SEPTEMBER 27



Another "pioneer" of the Records Department has left the company with the retirement of Marie Coleman on September 27.

A retirement party was held in her honor after work on the 27th. In addition to two tables of gifts from co-workers, Marie received a retirement check from Mr. Herbert and a company gift of a tweed Early American rocker-recliner chair.

Marie was hired on April 30, 1957 in that department as a File Clerk when Mattie Godwin was Manager. Following Mattie's retirement, Betty Collins became Manager of Records, and Marie became Supervisor in June, 1969. A year later the Microfilm Department was set up in Files and Marie filmed the first application in 1970.

This past July Marie was moved to the Subscribers Service-Group where she worked under Mary Flescher until her retirement. Dot Rivers succeeded her as Supervisor of the Records Department at that time.

Marie and her husband, A.J., have four children, Stewart, Wayne, Billy, and Linda. All live in Jacksonville which affords Marie and A.J. the opportunity to visit their eight grandchildren which they enjoy very much.

Marie and A.J. hope to be able to spend some time at their lake house near Hawthorn fishing and resting.

"I have made many friends in our organization and enjoyed the years I have worked here," Marie remarked. "I would recommend the Blue Cross and Blue Shield Plans as a good place to work with excellent fringe benefits," she added.



Bouquets

Our offices receive many letters complimenting employees and departments on excellent service, but few are written with such flair as this one which found its way to the Public Relations Department.

Personal and confidential

September 14, 1973

Col. Gerald Martinka, Executive Director
Chief of Contract Operations
OCHAMPUS D.A.
Denver, Colorado 80240

Attn: MEDDC - CO

Dear Col. Martinka:

I am writing this letter in order to express my appreciation (and the appreciation of my staff) for the cooperation we have received from the CHAMPUS office in Jacksonville, Florida which handles our claims.

I would particularly like to mention by name Mrs. Marilyn Stone, Claims Supervisor, along with her co-workers, Mrs. Mary Cohn and Mr. Tuck. They have been of enormous assistance to us in working out our CHAMPUS difficulties.

Mrs. Ann Goble and her supervisor, Mrs. Lillian Harrack in the Blue Shield Telephone Communications Department, also have assisted us tremendously in facilitating communications between our Center and your operation. They are kind, friendly and helpful people, whose good work should be recognized by you.

I have dealt with many insurance companies in my role as physician and medical director and I have seldom gotten the kind of cooperation we have received from the above mentioned personnel.

Most employees of large corporations receive little recognition for their efforts. I hope this letter will, in some way, bring to your attention the quality work your people in Jacksonville are doing.

Sincerely,

Barry Kaplan
Barry Kaplan, M.D.



Jim Tuck



Mary Cohn



Marilyn Stone



Lillian Harrack



Ann Goble

First Winners Announced In Employee Referral Program



From left are, Ron Senter, Medicare B Edit Research Clerk, winner of two checks; Shelia Paradiso, Blue Cross Claims Clerk Typist; Jim Williams, Manager, Office Services and Purchasing.

These three employees were the first winners of \$25.00 checks presented by President J. W. Herbert in the Incentive Program for Employee Referral.

Employees receive \$25.00 when an applicant they referred is hired, and at the end of six months of employment, the referring employee also receives another \$25.00. This program was in effect for one month beginning September 10, and had tremendous response from employees.

Moves Into 20-Story Building Continue On Schedule



Employee and department moves into the new 20-story building continue on schedule with the first, third, fourth, fifth, sixth, seventh and eighth floors now occupied.

The photo above will be one of the last taken showing the 1951 2-story Riverside Building in front of the 10 and 20 story structures. The smaller office is scheduled for demolition soon.



LEFT TO RIGHT SEATED: Harris T. Remley, Seaboard Coastline Railroad Company; Bernie Haddock, Key Buick Company; Mrs. Brita Peeler, Jacksonville Experimental Health Delivery System; Don Kyle, Atlantic National Bank; Steve Trescot, Atlantic National Bank and Allan Deichler, International Business Machines Corporation.

STANDING LEFT TO RIGHT: Jack Herbert, NAB Metro Chairman; Anthony Marinucci, Independent Life & Accident Insurance Company; Robert Rhodes, Jacksonville Experimental Health Delivery System; Dean J. Madsen, Florida National Bank of Jacksonville; Ed Stansel, Jacksonville Experimental Health Delivery System; Bill Perry, National Airlines; Bob Schumacher, Blue Cross and Blue Shield of Florida; J. C. Prime, Southern Bell Telephone & Telegraph Company; J. Emmett Compton, The Prudential Insurance Company of America; Ted Hedrick, Blue Cross and Blue Shield of Florida; Mike O'Farrell, Blue Cross and Blue Shield of Florida; William Austin, Independent Life & Accident Insurance Company; George Saffos, Xerox Corporation, and A. Dale Douberly, NAB Metro Director.

JACKSONVILLE METRO KICKS OFF ANNUAL JOB SOLICITATION CAMPAIGN

On August 31 the Jacksonville Metro of the National Alliance of Businessmen kicked off its Annual Job Solicitation Campaign at the Blue Cross and Blue Shield building. The campaign will run from September 1 through November 30. Mayor Hans G. Tanzler, Jr. signed a Proclamation at the meeting proclaiming this period of time for the campaign in Jacksonville.

Nineteen Loaned Executives under the direction of Campaign Chairman Lex Y. Hood, Executive Vice

President of The State Bank of Jacksonville, will be personally contacting over 500 Jacksonville business firms to ask local businessmen to pledge to hire the disadvantaged as well as Vietnam-era veterans.

In addition to Mr. J. W. Herbert, NAB Metro Chairman, and A. Dale Douberly, NAB Metro Director, there are three other Blue Cross and Blue Shield employees serving as Loaned Executives for this campaign. They are Mike O'Farrell, Ted Hedrick, and Bob Schumacher.